Amiga Mail MARKET

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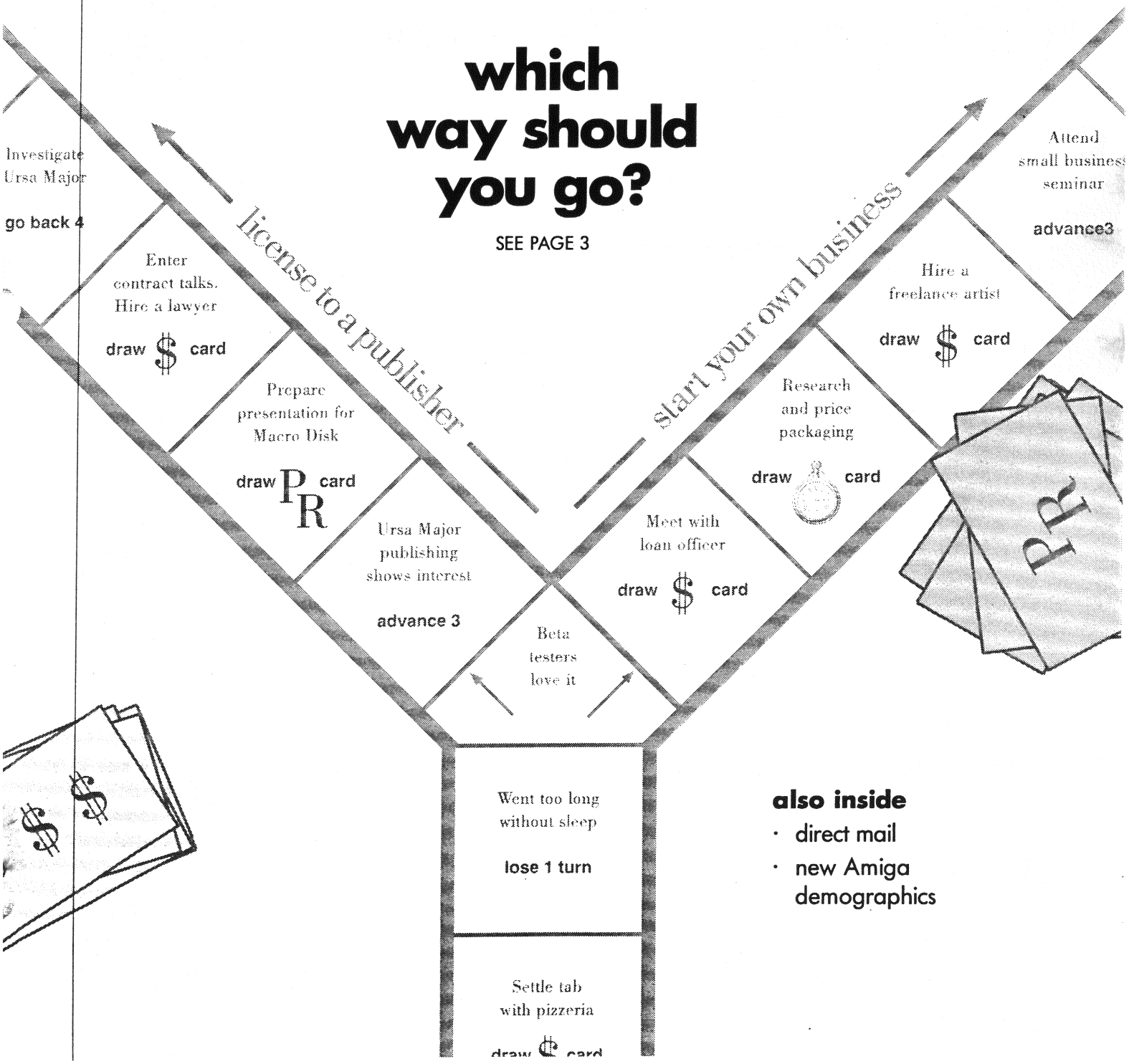
which way should you go?

SEE PAGE 3



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Amiga Mail MARKET

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DECISIONS DECISIONS

between coding and the cash register

by Mark Green

What do you do when the coding is done and your program is ready to sell? It's easy to skip ahead in your mind to a point where your product's name is a household word and you are doing battle with Bill Gates, but the marketplace of reality can be tricky. From the beginning it requires some well-thought-out decisions.

This article will attempt to examine your choices without getting bogged down in the details of each step. For instance, it won't tell you everything you need to know about manufacturing your own product, but it should help you decide whether you want to (or should) manufacture and sell your own product, or whether you should leave that up to someone else.

Most of the facts in this article apply to the U.S.A., and may not hold true in Europe.

PLANNING AND QUESTIONS

What's the best path for you and your product? There are no clear-cut answers but you can get a much better idea if you do some homework and draw up detailed plans.

Live out all of your options on paper first.

Accurately and completely envision how each scenario would turn out – then add more detail. Don't just envision doing your own manufacturing and customer support for a day or a week; picture how it would change your life to be doing it for years. Consider worst-case scenarios such as your publisher going bankrupt without ever paying you. Take all the monetary details into account – a trade show, for instance, involves a fee for the booth, but it may also include airline tickets, food, brochures, lodging and dry cleaning.

Throughout your planning, keep these questions in mind:

- Are you making a profit? This isn't necessarily a matter of greed, it's a matter of survival. If you can't pay for your food, clothing, living expenses, business expenses, raw materials, interest, etc., and still have money left to fund the next project, it isn't worth it. It isn't even feasible.
- What is your personal situation? Will you have the time, help and support necessary to run a business? Are you already mortgaged too far? Do you have free labor in the form of a spouse and/or other loved ones who will help you get started? Do you have what it takes to stick with it?
- What do you want to be doing? Basically, do you want to spend your time programming or running a business? Experi-

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Major contributors for this article included: Lauren Brown, John Campbell and Chuck McManis.

enced voices say you can't do both things full-time and be successful.

WHO WILL MANUFACTURE IT?

One of the major choices to make is who will manufacture the product. This includes packaging, documentation, duplicating disks, shrink-wrapping, etc. – everything that goes into the making of that package you see on store shelves.

For this question, you have three possible answers:

- You can license your code to a major publisher and that company will take care of almost everything. In addition to manufacturing, they will also handle order taking, distribution, advertising, promotion and just about anything else involved with the selling of your program. You come out of the deal with 3-25 percent royalties (probably closer to 5 percent).
- You can manufacture it yourself. In return, you get a bigger portion of the take; exactly how much of a portion depends on how you choose to produce, distribute and market the product.
- You can contract a firm that specializes in manufacturing software products. You'll pay a fee for this service but you will probably save in time and mistakes and get valuable expertise and advice.

This choice represents the first major fork in the road. If you choose to license your code to a publisher, most of the other choices are handled for you. If you manufacture the product yourself or contract it to a packaging firm, you will still be faced with more choices about advertising, promotion and distribution.

Money

Manufacturing a product yourself takes some capital. It also takes time, labor, patience and know-how, but most of those things can be alleviated somewhat by throwing more money at the situation.

We asked publishers who had experience in the Amiga market to give us rough estimates on what it would take to manufacture a fairly simple product. The quotes ranged from about $7,000 to $20,000.

Betty Vickers runs Software Packaging and Duplication, a Livermore, CA-based contract packager. She said her life would be a lot easier if she could have a standard price list for manufacturing software products, but there are just too many variables.

estimates for manufacturing a product ranged from $7,000 to $20,000

Manufacturing costs depend on how many units you expect to sell, what your retail price will be, who you are selling to, how elaborate you want the packaging to be, how many disks will be included, how big your manual will be, how you will distribute it (mail-order packaging can differ from packaging destined for a store shelf), and more, Vickers said.

Vickers gave a quick estimate on a one-disk, $49.95 retail package with a 60-page, saddle-stitched manual:

- manual with one-color cover - $0.80/pc. (1000 initial run)
- disk + duplication - $0.85/pc.
- disk label - $0.03/pc. (5000 run)
- registration card - $0.04/pc.
- two-piece white box + 4-color sleeve - $2.25/pc.
- license agreement envelope - $0.10/pc.
- assembly - $0.55/pc.

Total = $4.63/pc. (for the basic package)

Vickers' quote did not include one-time fees such as graphics and film for the box. She said she usually suggests an initial run of 2000 for new products.

Remember that those figures are rough estimates. Don't build a business plan around them – do real homework based around the specifics of your product.

Also, note that those figures do not represent the costs of starting a business. They are strictly for the manufacture of the product and don't include such things as the time and money it took to develop the program, the day-to-day costs of running the business (accountants, phones, postage, lawyers), or after-manufacturing costs (advertising, trade shows, customer support, promo copies, etc.).

Time

If you plan on saving money by doing most of the work yourself, be prepared to spend a good bit of time doing things such as affixing disk labels, writing, creating artwork, desktop publishing, kitting (putting together the disk, registration card, documentation and box), and shrink wrapping.

Don't forget time spent dealing with services such as disk duplicators, service bureaus, printers, and four-color separators. Also add in the time spent learning about such things as typography, desktop publishing, technical writing, art, four-color separations, imagesetters and printing.

An interesting fact is that many experienced self-publishers tend to use freelance professionals. For example, Zuma Group's John Bittner said they wrote their own manual the first time, but hired a technical writer the second time around. "We found that doing the manual right saved us money and time on technical support," he said.

WHO WILL DISTRIBUTE THE PRODUCT?

Once the product is manufactured, you still need to get it to the customer. There's a variety of methods you can use.

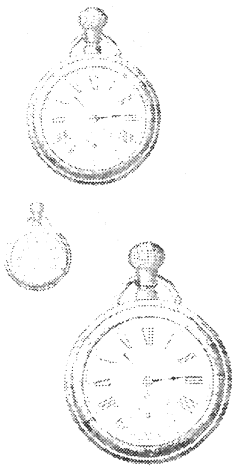
Remember: even if you get someone else to do the actual sales transaction for you, in most cases you will still be responsible for your own customer support and marketing.

Direct Selling

Selling direct requires a lot of work and expertise. On the upside, it will yield the most profit per unit because there are no middle men, and it will give you almost total control over the product. On the downside, it will probably also yield the fewest sales, and it puts all the responsibility on you. Aside from manufacturing, that responsibility will entail such things as taking orders, shipping product, billing, sending out promo copies and press releases, advertising and manning booths at trade shows. All these involve time and money.

Some questions to consider:

- How do you accept payment – checks, credit cards, CODs, POs for institutional buyers?
- How will you handle sales and support outside your country? Remember, the Amiga market is worldwide.
- Do you have the capital to properly promote your product? A one-time, full-page, four-color ad in *AmigaWorld* costs over $6000 (add to that the costs of producing the ad). One of the smaller booths (10'x10') at the last World of Amiga New York cost $1850 (add to that transportation, hotel, brochures and food). Then there are those annoying smaller costs such as promo copies, mailing press releases, and phone time for answering questions from potential buyers.



Selling direct generally involves the most work but it should also yield the most profit per unit.

You can usually reach a larger audience by selling through dealers and distributors.

Selling to Dealers

One way to expand your market is to sell direct to dealers. Since you are working with a large number of dealers you will still have substantial order-taking and fulfillment hassles plus new complications such as lines of credit, returns policies, training and shipping plans.

Dealers usually expect a discount of 40 to 50 percent off retail. They use that to cover their overhead – which can be substantial – and the discounts they give off retail. Many retailers have a 15 percent discount on the wall at all times.

If your product has a list price of $79.95, you'll only get $47.97 per unit when you sell to dealers, so you should make sure there is still some profit left in that figure when you first set your list price (more about this in a later section).

Don't count on getting into chain stores unless your company has a number of best-selling titles. It adds too much time, billing and bookkeeping overhead for dealers to interact directly with publishers. Most dealers are set up to deal primarily with distributors.

(If you do decide to try and sell your product direct to dealers, we can include your brochure in our next dealer mailing. It goes out to all the Amiga dealers in the U.S.A. Contact Susan West in CATS.)

Selling to Distributors

Probably the most common way to get your product to the market is through a distributor. Major distributors on the Amiga platform include: Micro-PACE, American, Comprehend and Vertical in North America, DTM and Intelligent Memories in Germany, and LeisureSoft, CentreSoft and Gem in the U.K.

Distributors allow you to cover most if not all the dealer base and dramatically cut your order processing work. They usually expect a discount of 60 percent off list price.

David White of Micro-PACE points out that distributors are basically working on a 10 percent margin. Within that margin they have to handle the whole network of order taking, shipping, receiving, billing, buying back merchandise from dealers, carrying large quantities of stock, and staying in constant touch with dealers. "We just can't afford to have people messing with the percentages," White said.

distributors usually expect a discount of 60% off retail

In North America, distributors won't handle your marketing or advertising. "People expect us to sell it for them and we don't," White said. "We just act as a big warehouse." In Europe the roles and definitions of distributor, dealer and republisher are often different than in North America.

Some distributors do offer space in trade show booths in exchange for product.

Republishers

Some publishers, such as Brown-Wagh, will take finished product and handle the distribution and marketing (such as advertising, trade shows and press releases). In return for doing the manufacturing, you generally get a 50 percent split on the profits.

One advantage of such a deal is that the republisher can give you an "in" with a distributor, which can be invaluable on other platforms. However, insiders say that it's relatively easy to get a deal with a distributor in the current Amiga market.

Still, don't undervalue the marketing and advertising help. Prowess in marketing and advertising is not a natural instinct found in every human being. When your savings or credit line is transformed into immobile product, the time, money and knowledge necessary to properly execute a marketing plan suddenly become very important.

There can be other advantages to using republishers. Both publishers and republishers have experience that allows them to properly set cost of goods and predict potential sales. They also have infrastructures already in place for shipping, order taking, distribution and customer support. There is also the possibility that a republisher or even a publisher will give you development money up front if your product is especially promising.

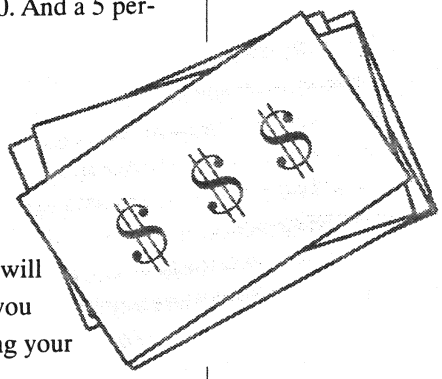
WHAT IF YOU USE A PUBLISHER?

Licensing your code to a publisher can be an attractive option, especially if you meet one or more of these criteria:

- you prefer programming to running a business;
- you don't think you are suited to running a business (tough to admit but more common than you think);
- you can deal with someone else having control over your software.

Of course, there's a downside, too. Since the publisher is taking on much of the financial risk, all of the cash outlay and most of the promotional responsibility, you don't make as much money per unit. Usually a license fee is negotiated and you are paid a royalty for each unit sold. This generally ranges from 3-25 percent of the net proceeds.

That's not 3-25 percent of the list price; it's 3-25 percent of what's left after middlemen. For example, your $79.95 product gets sold to distributors for $31.98. You may get 5 percent of that, which comes to $1.60. And a 5 percent royalty is a likely range for a new title.



Also, you will probably not get much control over documentation, packaging, pricing or distribution.

Still, if all goes well, you will get money coming in while you spend your time programming your next product or upgrade.

Some Other Benefits of Publishers

Although the Zuma Group publishes its own Amiga software, Bittner posed some good arguments for using a publisher.

"One facet that people don't consider is that the publisher takes a good deal of the risk," Bittner said, referring to the amount of money staked in manufacturing, marketing, credit lines, and so forth.

Bittner also made the point that, especially in difficult economic times, money-tight distributors may be more apt to pay a large, successful publisher with many products than a company with one mediocre performer.

Another possible and important advantage is that a publisher with offices and/or outlets in other countries can ease the introduction of your product into other markets. Remember that most of the Amiga market is not in North America. Translation of documentation and code, as well as localization, may all be handled by your publisher.

The Publisher/Troll Myth

Obviously, one reason that some developers don't go with publishers is profit margin. But another is distrust.

Many horror stories circulate about

unscrupulous publishers, bounced checks and lost fortunes. Some of these stories may have foundations in truth; there are people who will do almost anything for money. But other stories may have more basis in bad business deals, contracts that weren't thought through and frustration.

Consider Mike Smithwick's story:

It's Autumn 1989, and Smithwick has to face the big question: to self-publish or not to self-publish?

This wasn't the first time Smithwick had faced this question. A few years back he had decided to license an earlier version of his program, *Distant Suns*, to a publisher. That didn't work out well. Eventually, says Smithwick, that publisher went out of business and he was forced to pick up the ball until the new version of his program was ready.

Smithwick came away from his first publishing experience with his program, a mailing list of registered users and a jaundiced eye toward software publishers. Per his contract with the publisher, ownership of the program and the mailing list reverted back to Smithwick in case of non-performance.

With these elements, he started laying the groundwork for self-publishing the new version of his program.

"A friend asked me whether I wanted to spend my time running a business or developing software," Smithwick said.

Looking at it that way, Smithwick somewhat pessimistically interviewed publishers (using *AC's Guide,* he made a list of potential publishers and sent letters to them) while he continued planning his own business.

His self-publishing plans were well-along when he met with Virtual Reality Laboratories. A startup company, Virtual Reality had placed a classified ad in *Amazing Computing* seeking software developers.

Smithwick said he dismissed Virtual Reality after the first meeting because their projected sales figures were overly optimistic. But later they impressed Smithwick with reworked figures, a contract he could live with and evidence that they had done their homework. Realism and effort were all-important to him the second time around.

"Virtual Reality came along and swept me off my feet," Smithwick said. "I'm a very happy camper with them."

a minimum performance clause can help protect your interests

Hints for Interviewing Publishers

"The key is having a bullet-proof contract," Smithwick said. And most experienced developers will agree with him – get a good lawyer and a good contract.

You want to get a minimum-performance clause that stipulates how many units should be sold by a certain date. If the minimum isn't met, the publisher loses the license and you get your program back. This will protect you from badly managed or bankrupt publishers, and from publishers who might have another competing product they would rather sell while sitting on yours.

You might also want to stipulate in the contract what you get if the publisher fails. You want to specify anything that could help you pick up where the publisher left off; a mailing list, registration cards, packaging, leftover product, etc. You want to make sure the copyright for the source code stays in your name – not the publisher's.

Smithwick suggested inquiring about out-

standing debts, financing of the company, length of time in business, diversity of the business, etc. You have the right to ask for financial statements and/or use an outside credit reporting agency such as Dun & Bradstreet. Also, get the names of other authors who have worked with the company and contact them for references.

Get a feel for how they will spend their money, Smithwick said. A possible pitfall for any publisher is spending all the capital up front and having nothing to fall back on when sales plateau and then fall.

Also remember to investigate the localization aspects with the publisher. What countries have they marketed into? What versions of the program does the contract cover?

Even after investigation, nothing is a sure bet. "You do have to use a lot of gut instinct," Smithwick said.

Getting One

Don't let this talk of being cautious and choosey lull you into thinking that companies will be falling over themselves to publish your program. Rita Swartz, president of Launch Systems, a Torrance, CA-based software marketing firm, said that even if your program is very attractive, you should do your homework on a publisher before you approach them. Figure out why your product is a good addition to their line and do a good presentation, she said.

"The best way to approach it is to assume that the publisher's door is being beaten down," she said. The more they want your product, the better deal you'll get when and if you decide you want to go with that company.

NOW WHICH WAY SHOULD YOU GO?

Those are basically your options. Looking ahead via a well-researched plan and looking into yourself should help you decide the right way to bring your software to market. Ask yourself the questions again:

Will You Make a Profit?

(Most of the ideas in this section are picked up from an article written by Chuck McManis for the Milan DevCon notes.)

One thing you have to do is estimate how many units you think you can sell. An easy way to do this is to run your idea past a distributor. It's their business to know how products in the Amiga market sell, and they can probably give you a realistic (if not sobering) idea.

Another way is to find out approximately how many machines were sold in the areas you plan to distribute and market into. Then pick a percentage of that as your potential customer base. Chuck McManis said that one percent is common while 10 percent is pretty optimistic. McManis estimates that a successful game in the U.S.A. sells about 2,000 copies (productivity software may sell comparatively more over time), so look at your predictions in that light.

Then figure out your expenses per unit. Calculate your monthly living expenses and multiply that by the number of months it took to develop the program. Add in depreciation of your equipment (e.g., $5,000 worth of equipment depreciated over three years would be $1,666 a year).

Take that total and divide it by the number of units you expect to sell. Add on the manufacturing costs. Add on possible customer support costs – estimate a time per unit figure

Continued on page 34

How does this article compare to your business experiences? Let us know. Send your comments and/or war stories to mark@cbmvax.commodore.com or Mark Green at Commodore 1200 Wilson Drive West Chester, PA 19380.

READ THIS IMMEDIATELY

Is direct marketing a viable option for your business?

by Susan West

The most underrated (but fastest growing) marketing tool in the software industry is direct marketing. Direct marketing is especially useful for establishing long-term relationships with your current customer base. It is a hidden profit center.

Susan West is developer marketing support specialist for CATS, West Chester, and an editor of AmigaMail Market.

WHY USE DIRECT MARKETING?

As you probably know from the contents of your own mailbox, more companies than ever are using direct mail (fondly referred to by many recipients as "junk mail"). Therefore, you need to figure out how to break through the clutter. Contrary to popular myth, most people *do* read their "junk mail," even if it's just a cursory glance, and more people than ever are making mail order purchases.

Direct Marketing is appropriate for:

- upgrades/add-ons
- vertical marketing
- startup testing
- crisis situation and/or serious cash constraints

Direct Marketing is not appropriate for:

- products with narrow band of pricing: products priced too low will not generate enough revenue to cover the cost of the campaign; products priced too high will not draw enough response to cover the cost of the campaign
- highly technical products
- companies without enough money – if you don't already have a PR plan in place, it's wiser to spend money on PR

THE DIRECT MARKETING PACKAGE

The first rule in producing a direct marketing package is Quality Counts. In direct marketing, response is measured in tenths of a percentage. Therefore the quality of your direct mail piece can make quite a difference in the rate of response.

When considering the content of your mailer, be sure to know who your audience is and target that audience as specifically as you can. (See Amiga purchaser demographics on page 16 for more information.) The more targeted the direct mail effort, the more successful it will be.

When writing your copy, emphasize the benefits of your product rather than the features. Explain exactly how the customer will benefit by using your product. Listing features will not sell your product, since people don't buy features, and the customer will not take the time to translate those features into benefits.

Another rule in direct marketing is longer

is better. Of course, you have to balance out the length of the piece against the additional cost of producing it. But it may be worthwhile to go with a longer piece even at the additional cost. One software company did a test in which the same text was laid out in a four-page letter and a six-page letter, and the longer letter drew a response rate three times better than the shorter one.

There are several types of direct mail packages to consider. For example:

Postcard

Benefits: Reduces postage cost from $.29 each to $.15 each. Costs only about $.05 to produce. Drawback: Limited size.

The postcard is best used when you're mailing to your own list.

Self-Mailer/Trifold

Benefits: production savings; multiple uses: direct mail, lead fulfillment, trade shows, etc. Drawback: self-mailers pull 30-70 percent less than full package.

Solo Mailer

This includes (at least) outer envelope, letter, order form, brochure; may include any of the other items listed below:

1. Outer envelope: the outer envelope is like a retailer's store window. It should entice the customer to come inside. It can have a closed face or an open face (with the customer's name and address already on the order form). It usually includes some teaser copy which can be subtle or direct.

2. Letter: The letter tells the customer who you are and should adopt a personal rather than a "salesy" tone. If the letter is offering a product upgrade, state that your company has listened to its customers' suggestions and upgraded Product X to include the features they most wanted. The letter should be signed by whoever would understand the customer best. The letter should be long, however, remember that you may need to limit the weight of the entire mailing to under one ounce to pull enough profit without increasing postage costs. Other things to consider:

- Make the copy easy to scan and comprehend within 15-20 seconds.
- Two-color letters draw better than one-color letters.
- Include user testimonials and reviewer quotes whenever they are available. These inspire a customer's trust, the more the better.
- Include a guarantee – this is a necessity. The customer must feel comfortable in ordering your product and confident that if it doesn't perform as expected, he has some recourse. Make the guarantee big and obvious.
- Include a deadline – this tactic increases the customer's motivation to respond. (However, there is no law that says you can't fill orders that arrive after the stated deadline.)
- Always include a P.S. to reiterate an important part of your pitch (the benefit, the deadline, the special offer, etc.) This should highlight the most attractive part of the offer and help to close the sale.
- Include your company's toll-free number. This will increase the number of impulse purchases.

3. Brochure: This *is* your store. This should explain all the benefits of your product. The brochure can be two-color, but four-color is better.

4. Buck Slip: A small piece that reinforces your offer by repeating the special offer, the guarantee or the deadline.

5. Order Form: The order form can make or break a mailing. It is imperative that the order form be simple and non-threatening. The customer should have to do as little as possible to place an order with your company. The best order forms already have the customer's name and address imprinted (as well as a source code identifying the list for tracking the results of your campaign) and require the customer only to check a box to order your product. When deciding whether it's worth your time and effort to allow the customer to check "Bill Me," you should know that your response rate will increase dramatically if you give the customer this option. Remember that the easier it is to order, the more orders you'll get.

6. Business Reply Envelope: Pre-addressed and postage-paid is a must.

THE OFFER

When considering what offer to make, remember to keep it as focused as possible. Don't include ancillary products in the offer; they just clutter your main message. While you wouldn't want to send out your company's complete catalog as a direct mail piece, you might want to include it when you fulfill orders.

In selling consumer goods by direct mail, pricing is particularly sensitive. As a rule, $39.95 is as low as your price can go for the company to make money from the campaign; the $50 price point sees a dramatic drop off of response in the consumer market; $99.95 sees an even bigger drop off. Items priced over the $100 price point *must* provide a means by which the customer can purchase on credit. As the price of the product increases, each element in the campaign becomes more critical.

Special offers or premiums can often increase the rate of response even more than a lower priced product. The best special offer you can make is informational – it's something that the customer perceives as valuable, yet costs your company nothing (or next to nothing). For example, Maxis wanted to increase the number of people who sent in their *Sim City* warranty cards, so they offered to tell users the secret method for embezzling funds if they registered. The offer was very attractive and cost the company nothing.

PRODUCTION TIMETABLE

As with any project, it's important to allow enough time to get the job done right. The following is the minimum of time you should allow for each phase of designing and producing your mailing:

Step	# of Weeks
Planning, Specifications	1
Writing, Design	2
Mechanical Art, Photography	2
Printing	4
Lettershop	2
TOTAL	11

If you're doing an upgrade mailing to current customers, it's a good idea to start planning at or before the alpha disk stage.

LISTS

Where do mailing lists come from? Well, your company probably already has a list of current customers that may be useful for selling

upgrades and add-ons. But to expand your customer base, you might be smart to contact a list broker. These companies work like travel agents. They'll research the lists available and obtain labels for mailing, negotiate a price for the list (or a possible exchange for a list of your own) and act as liaison between the list owner and the mailer. However, you are not charged for their services. You pay only for the names you acquire.

The list that you choose to target is critical to the success of your campaign. The best creative will not overcome the choice of a bad list, but a good list *can* overcome mediocre creative. When broken out by importance, the elements of a direct marketing campaign can be ranked as follows:

List	50%
Offer	15%
Product	15%
Timing	10%
Creative	10%

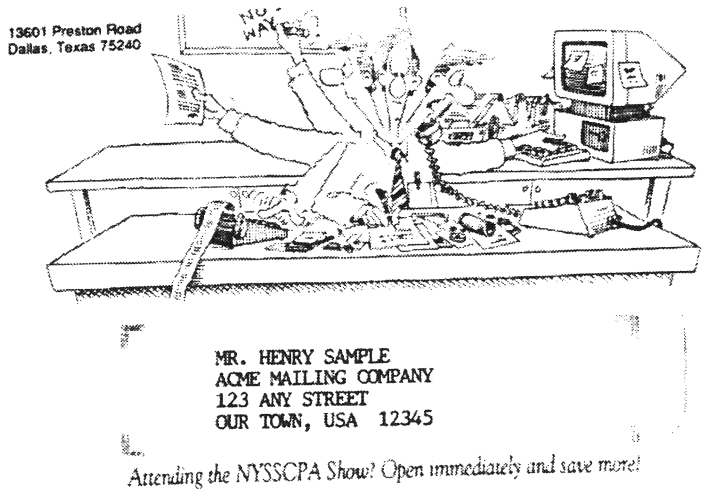
Commodore's list now available

Commodore (U.S.) has a database composed of over 600,000 product registration cards from Amiga, C64 and C128 products. Lists for each of these groups are available through Aggressive List Management of Arlington Heights, IL, on either four-up cheshire labels or pressure sensitive labels (+$6 per 1000). The minimum order is 5,000 names. Two sample mail pieces are required for approval.

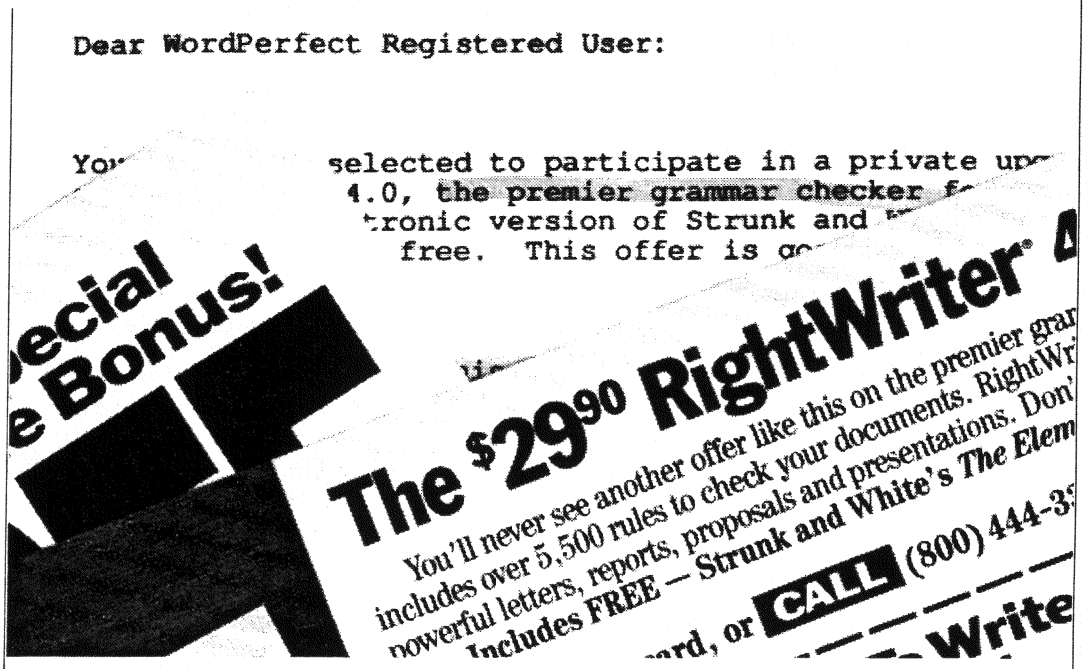
The base price is $80 per 1000 names. The names can be segmented by state (+$5 per 1000), first three digits of ZIP (+$5 per 1000), ZIP (+$5 per 1000) or model (+$10 per 1000). For more info call Larissa Galjan at ALM, (708) 577-4455, ext. 161.

Notice: rental is for one-time use only. We extend no warranty as to accuracy, deliverability, suitability or results through the use of this program. Quantities and rates are subject to change without notice.

If you're mailing to 25,000 names, it might be better to rent five lists of 5,000 names each than to "put all your eggs in one basket" and rent 25,000 names from the same list. (Be sure to have your list broker do a merge/purge to eliminate costly duplicates.) This will enable you to test which list pulls best for


13601 Preston Road
Dallas, Texas 75240
MR. HENRY SAMPLE
ACME MAILING COMPANY
123 ANY STREET
OUR TOWN, USA 12345
Attending the NYSSCPA Show? Open immediately and save more!

Note the teaser under the address. It tells the recipient that he wasn't just randomly selected – he's part of an elite group. (The company probably bought a list of past attendees from the show management company.) Pre-trade show mailings give you a chance to sell direct, and increase your chances of selling at the show. Envelope design by SoftMail of Troy, NY.


Dear WordPerfect Registered User:
selected to participate in a private up
4.0, the premier grammar checker f
tronic version of Strunk and
free. This offer is a
ecial
e Bonus!
The $29.90 RightWriter
You'll never see another offer like this on the premier gra
includes over 5,500 rules to check your documents. RightWr
powerful letters, reports, proposals and presentations. Don'
Includes FREE — Strunk and White's The Elem
rd, or CALL (800) 444-3
Write

Tiger Software sent out a nice, slick, 4-color package to WordPerfect users promoting its low-priced grammar checker. The mailing was well-done and persuasive but this particular package was received by an Amiga user – RightWriter is for the PC. Tiger's return from Amiga users will probably be low. It may have saved them money in the long run to buy a more segmented list from WordPerfect.

your campaign. However, be careful not to test too many elements of the campaign in the same mailing. For example, don't test the timing, creative, product offer, price and list all at once; you'll have too many variables to know what worked and what didn't. It's important to create a yardstick by which to test, but make sure you *do* test – don't ever send a direct mail piece out without having first tested the piece on at least 10percent of the total list.

How do you select a list? Try to make it as narrow as possible. For example, you might be interested in renting a list of *AmigaWorld* subscribers – you know these folks own Amigas. However, if you also rent a list of Briwall Amiga software buyers, you'll get Amiga owners who are predisposed to order software by mail. A list broker can help advise you on the best list for your market segment. A list broker can also help you market your own mailing list to other companies.

OPERATIONS

This very important "back end" to your direct marketing campaign should be in place long before the mailing goes out. This includes operations, inventory, phone staffing, fulfillment and customer service.

Operations: order processing, billing, tracking.

Inventory: Simply put, if you are out of stock on the product you're marketing, you'll lose orders and waste money.

Phone Staff/Customer Service: Must be courteous and have a basic understanding of your product so they can intelligently answer customers' questions.

Fulfillment: Must be fast. Whenever possible, ship the same day or the day after the order is received. As a rule, within 21 days of your first response, you will have received approximately 50 percent of the responses you'll receive. Use this figure as a guideline for staffing your fulfillment area.

ANALYSIS

Did it work? After the marketing effort go back and look at the results. How well did the list pull? If you tested several price points, which drew the best response while still covering costs? Direct marketing industry standards dictate that a two percent response rate to a mailing is great; however, it's much more important to evaluate the profitability of a campaign rather than the rate of response.

HIRE A PRO

Most companies don't have time to become experts in direct marketing. Therefore, it's a good idea to invest in professional help to meet your direct marketing goals. Professionals can help you find the right list, write the copy that will sell, etc. Whether you go to a freelancer or a huge firm for professional assistance, don't try to do your first direct marketing effort on your own; there are too many variables with which you might be unfamiliar.

When using professionals, remember that they more they know about your product the better. Several companies specialize in selling software by direct mail. When you contact a direct mail firm, get several references of clients they have worked for. Get in touch with these references to find out how the job was handled: Was it completed on time? Did the company make a point of getting to know the product being offered? Was the profit made from the mailing what they expected? Direct marketing can be an excellent way to lower overhead and sell more product if you take the time to do it right. ▲

for more information . . .

Direct Marketing Association
6 E. 43rd Street
New York, NY 10017
(212) 768-7277

List Management Companies:

American List Counsel, Inc.
88 Orchard Road, CN-5219
Princeton, NJ 08543
(800) 822-LIST; (201) 874-4300 (in NJ)
Fax: (201) 874-4433

Worldata Marketing Info, Inc.
500 N. Broadway
Jericho, NY 11753
(516) 931-2442

Direct Marketing Companies Specializing in Software:

Mirbach & Co., Inc.
301 Riverside Avenue
Westport, CT 06880
(203) 454-0707

SoftMail
120 Defreest
RPI Tech Park
Troy, NY 12180
(518) 283-8444

21st Century Marketing
2 Dubon Court
Farmingdale, NY 11735
(516) 293-8974 ▲

New Amiga User Demographics

Compiled from U.S. warranty cards

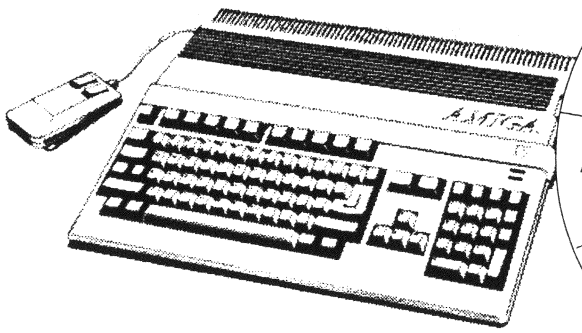
The following figures have been compiled from Amiga hardware warranty cards received by the U.S. sales company between November 1990 and March 31, 1991. The last two months of 1990 are included because a CBM contract with a new fulfillment house started in November of 1990.

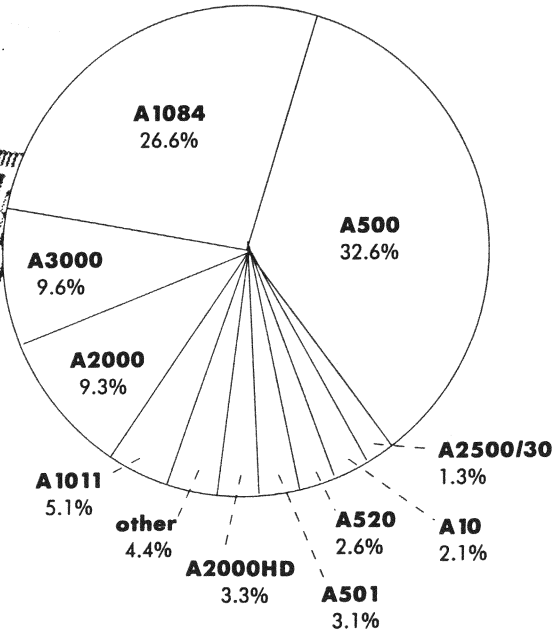
Note: these are not sales figures. They are based solely on registration cards sent back to Commodore's fulfillment house.

Place of Purchase

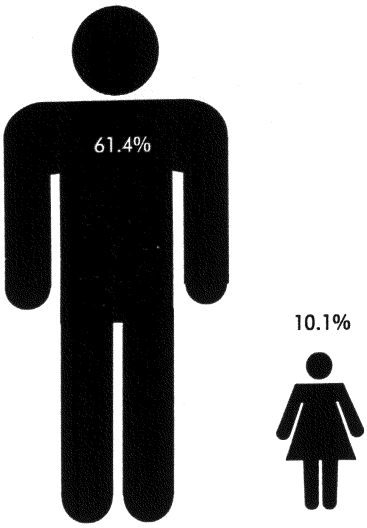
Dealer	37.0%
Department Store	12.8%
Educational Buy	11.3%
Other	9.2%
VAR/OEM	0.9%
Corporate Buy	0.8%
No response	28.0%

Breakdown of cards by product





Sex of Purchaser



no response: 28.5%

Age of Purchaser

Under 18	4.9%
18-24	17.9%
25-34	21.1%
35-49	21.3%
Over 50	6.4%
no response	28.4%

Is Purchaser Married?

Yes	35.8%
No	34.5%
no response	29.7%

Sex of Primary User

Male	32.2%
Female	6.4%
no response	61.4%

Age of Primary User

Under 18	8.0%
18-24	9.5%
25-34	10.2%
35-49	8.6%
Over 50	2.8%
no response	60.9%

Income of Purchaser (in U.S. $)

Less than 10,000	11.0%
10,000-19,999	11.5%
20,000-29,999	13.7%
30,000-39,999	10.4%
40,000-49,999	7.5%
50,000-59,999	4.5%
60,000+	6.3%
no response	35.1%

Experience of Primary User (rated 1-6)

1 (inexperienced)	5.4%
2	6.5%
3	8.7%
4	7.0%
5	4.3%
6 (experienced)	6.7%
no response	61.3%

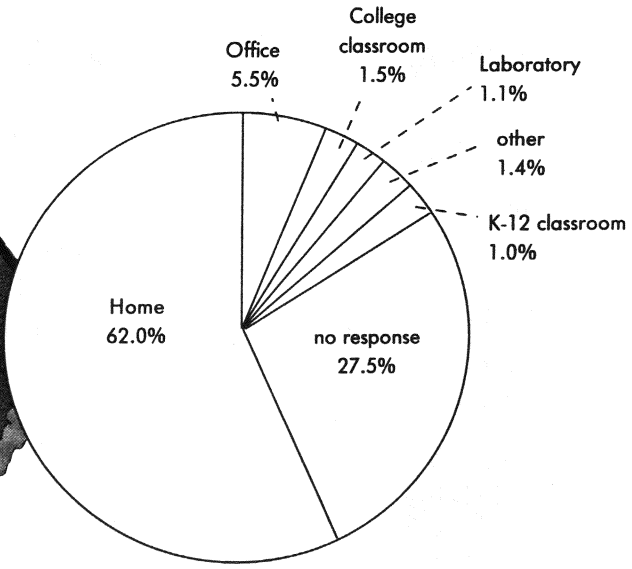
Experience of Purchaser

1	8.7%
2	10.6%
3	16.5%
4	13.3%
5	7.9%
6	13.6%
no response	29.5%

When put together as a whole, the average Amiga consumer in the U.S. for Q1 would be a person who doesn't fill out a registration card completely. Blank responses were the norm for most questions.

The typical responder/consumer would be a married male between the ages of 35-49 who lives in the Western states. He earns between $20,000 and $30,000 a year. He bought an A500 from a dealer for use in the home. He rates himself about average in computer experience. He's upgrading from a C64 or C128 and heard about the Amiga from a friend.

Primary Location of Use



First Heard of Product Through

Friend	26.4%
Magazine	24.5%
Work	2.8%
Television	2.0%
School	2.0%
Newspaper	1.1%
Children	0.8%
other	12.2%
no response	28.2%

Additional Purchases Planned

(more than one could be selected)

Hard Drive	30.4%
Dot Matrix Printer	24.7%
Modem	24.7%
Monitor	20.7%
Video Peripheral	18.6%
Laser Printer	15.3%
Scanner	11.8%
Tape Back-up	4.7%
LAN	2.0%
no response	36.5%

Number of Cards per Region

Western	35.3%
Eastern	34.2%
Central	26.9%
Foreign	3.6%

Principal Reason for Buying

Education	17.0%
Entertainment	12.6%
Graphics/Art	12.3%
Home Office	6.0%
Video	6.0%
Business	3.8%
Programming	3.6%
Desktop Publishing	2.5%
Animation	2.5%
Music	2.2%
Interactive Video	1.2%
Scientific	1.0%
Telecommunications	0.8%
other	3.3%
no response	25.3%

(2) Serial Number: _____

(3) Place of Purchase (Select One)

Dealer	❑	Corporate Buy	❑
Dept. Store	❑	Educational Buy	❑
VAR/OEM	❑	Other	❑

(4) Last computer you owned: (Select One)

C-64/C-128	❑	MS-DOS or OS/2	❑
Amiga	❑	Apple II	❑
UNIX	❑	Macintosh	❑
Atari	❑	Other ❑ None	❑

(5) Principal reason you selected this product: (Select One)

Education	❑	Graphic Arts	❑
Business	❑	Desktop Publishing	❑
Home Office	❑	Video	❑
Entertainment	❑	Animation	❑
Music	❑	Telecommunications	❑
Programming	❑	Interactive Multimedia	❑
Scientific	❑	Other	❑

(6) Please rate Commodore as a company: (Select One)

Excellent	❑	Fair	❑
Good	❑	Poor	❑

(7) Primary location of use: (Select One)

Home	❑	Classroom K-12	❑
Office	❑	Classroom College	❑
Laboratory	❑	Other	❑

(8) Most important feature: (Select One)

Price	❑	Power	❑
Warranty	❑	Multiple O/S	❑
Graphics	❑	Sound	❑
Support	❑	Brand	❑

(9) Where did you first hear of this product? (Select One)

Magazine	❑	Friend	❑
Newspaper	❑	School	❑
Television	❑	Children	❑
Work	❑	Other	❑

(10) Additional products you plan to purchase: Select All That Apply)

Monitor	❑	Dot Matrix Printer	❑
Hard Drive	❑	Laser Printer	❑
Modem	❑	Scanner	❑
LAN	❑	Tape Backup	❑
Video Peripheral	❑		

(11) Computer experience: 1 = None, 6 = Much Experience) _____

(12) Age:

Under 18	❑	35-49	❑
18-24	❑	over 50	❑
25-34	❑		

(13) Sex: Male ❑ Female ❑

(14) Married: Yes ❑ No ❑

(15) Number of children: _____

(16) Income:

Less than 10,000	❑	40,000 - 49,999	❑
10,000 - 19,999	❑	50,000 - 59,999	❑
20,000 - 29,999	❑	60,000 +	❑
30,000 - 39,999	❑		

If the primary user is someone other than yourself, please answer questions 17-19

PRIMARY USER

(17) Computer experience: 1 = None, 6 = Much Experience) _____

(18) Age:

Under 18	❑	35-49	❑
18-24	❑	over 50	❑
25-34	❑		

(19) Sex: Male ❑ Female ❑

Your response will help us serve you better.

Thank You!

Rate Commodore as a Company

Excellent	25.9%
Good	27.1%
Fair	14.5%
Poor	1.1%
no response	31.4%

Last Computer Owned

C64/C128	22.0%
Amiga	16.7%
MS-DOS or OS/2	4.5%
Atari	3.5%
Apple	3.1%
Macintosh	1.5%
Unix	0.3%
other	11.5%
no response	36.9%

Most Important Feature

Graphics	27.5%
Price	19.5%
Power	11.6%
Brand	4.0%
Support	3.3%
Multiple O/S	2.7%
Sound	1.4%
Warranty	0.8%
no response	29.3%

devcon update:

REGISTER BY AUGUST 1 FOR DISCOUNTS
DISCOUNT FLIGHTS INFO
SESSION SUGGESTIONS SOUGHT

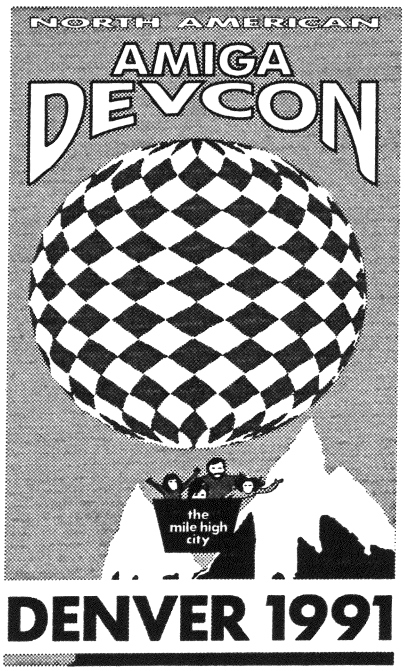
The next North American Amiga Developers Conference will be held September 4-7, at the Denver Marriott City Center in Denver, Colorado. To qualify for the early-bird registration rates, ($150 cheaper) you must pay by August 1.

	Earlybird	Late/On-Site
Commercial	$250	$400
Certified	$350	$500
Non-members	$500	$650

Payment can be made by check, money order, Visa or MasterCard. Cancellations of registration fees will be refunded (minus a $75 processing fee) until August 1, 1991. Refunds of 50 percent will be made until August 23, 1991. No refunds will be made after August 23, 1991.

If you haven't received a registration form, contact CATS-Administration at (215) 431-9180.

Scott Bennett of Expert Services designed the winning logo in our DevCon logo contest. Scott wins free admission to the Denver DevCon. Thanks to all who participated.



Hotel Information

The Denver Marriott City Center offers a variety of amenities including: room service until Midnight, Marjolaine's restaurant, a lounge, and a complimentary fitness center with a pool, weight room, exercise machines and aerobic classes during lunch hour.

Rooms start at $93 a night. Cut-off date for room reservations is August 16. Contact: Denver Marriott City Center, 1701 California Street, Denver, CO 80202; phone: (303) 297-1300; fax: (303) 298-7474.

Talk About the Weather

Denver's weather in September is near-perfect. Temperatures generally range from a low of 47 to a high of 79 degrees Fahrenheit (8 to 26 degrees Celsius). September skies are sunny about 75 percent of the time.

Discounts on Airfare and Car Rental

Commodore has made a deal with United Airlines for discounted rates for DevCon travelers.

United will provide DevCon attendees round-trip service to Denver on United or United Express from any point served in the U.S.A. at the following discounts:

- a 5 percent discount off any United or United Express published fare in effect when tickets are purchased subject to all applicable restrictions.
- a 40 percent discount off unrestricted coach fares in effect when tickets are purchased 7 days in advance and the reservations are made in M class of service.

Meeting fares will apply only if travel is commenced and completed during the meeting travel period (8/31-9/10). All reservations are subject to availability at time of reservations. United will also make published Canadian meeting fares in select markets available to DevCon attendees. These special fares are subject to availability at the time of booking and are subject to all rules governing the tariff.

Reservations can be booked through Commodore's travel agent, Lobb Travel at (800) 331-8687 or (215) 647-8600. Tickets will be issued and mailed to you by Lobb.

If you would like to rent a car while in Denver, Hertz is offering discounted rates for DevCon attendees. More specific information will be included with your conference confirmation.

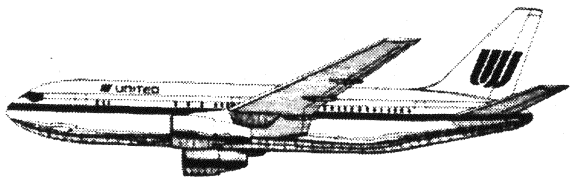
Session Feedback Sought

DevCon is for you, the developer. In order to give you more of what you really want and need, a list of suggested sessions was sent to you in the last DevCon mailing (the one that contained most of the same information that's in this article). Please return that form to CATS with your choices and comments.

The proposed sessions include: Scalable Outline Fonts, AppBuilder, AmigaVision, Migrating to 2.0, ARexx, A3000 Coprocessor Slot, Introduction to CDTV, and more.

Special Events

More than just a means of information dispersal, DevCon is also a great opportunity to meet with fellow developers and representatives from Commodore. As a matter of fact, "Networking Value" was the highest rated attribute of last year's DevCon.



Discounts are available for round-trip flights on United Airlines for DevCon attendees.

To that end, a number of social events are scheduled for the Mile-High DevCon:

- An informal Western-style barbecue kicks off the opening night.
- Thursday night is designated as the official Showcase for new applications in the computer room.
- On Friday, a group reservation is waiting at Denver's Comedy Works for developers, spouses and significant others. *($11 per person)*
- Saturday's annual luncheon will feature the presentation of the Developers' Choice Awards. New products in six categories will be honored as well as one inductee into the Amiga Hall of Fame.
- A "Taste of the Rockies" tour will top off the DevCon. *($15 per person)*

Another special event offering more than fun is the one-day business seminar presented by the American Management Association. "Managing Your Company for Growth: a

The Amiga 500 has been voted the European Home Computer of Year for the second year in a row.

Seminar of Business Tactics for the '90s" comes highly recommended by those developers who attended it at this year's Software Publishers Association's Spring Symposium (see story on page 24). Topics include: how to develop a business plan and how to effectively control your company's cash flow. *($50 for DevCon registrants; $95 for non-registrants)* ▲

COMMODORE U.S. ANNOUNCES LEASING PROGRAM

Commodore Business Machines (U.S.) announced the formation of Commodore Leasing, a national leasing program that will provide users with the benefits of manufacturer-endorsed leasing and the opportunity to gain from the use of a state-of-the-art multimedia computer system.

Commodore Leasing is being implemented in conjunction with Berwyn, PA-based Master Lease, a division of Tokai Financial Services, Inc., one of the largest leasing companies in the U.S.A.

Effective immediately, Commodore Leasing will enable businesses of all sizes to lease the Amiga 500P, Amiga 2000 and Amiga 3000 professional series machines. In addition to providing users with the financing they need to acquire Amiga systems, Commodore Leasing will give users a single-source financing solution for their Commodore Amiga equipment needs.

Specialized lease plans offered by Commodore Leasing include the "Discounted Rental Lease," which allows for a reduced monthly lease payment during the first year or two of the lease, and "Flex-Lease," a lease plan specially designed for the customer who operates a cyclical business.

"Commodore Leasing will provide our professional customers with the financial flexibility they need when acquiring a system for uses including videographics and training courseware development and delivery," said Ron Stanczak, Commodore's vice president of professional sales. "With the assistance of Master Lease, we expect to broaden our user base in key markets, particularly in the corporate market where users can see how the Amiga complements their existing systems."

Stanczak said leasing offers many benefits and is an effective way for both large and small companies to remain competitive particularly during an economic slowdown. For example:

- users don't need cash to get the equipment they need;
- a lease does not require a down payment;
- the cost of everything from equipment and software to monthly maintenance can be included in the lease.

"Commodore Leasing makes it possible for both large and small companies to acquire state-of-the-art technology without the burden of ownership," said Bill Stephenson, national program manager for Master Lease. "The Amiga is a phenomenal product that is ideal for companies which lease personal computer equipment. We think businesses will be quick to understand how the Amiga can enhance their productivity, particularly at a time when multimedia is catching the attention of the corporate market."

Master Lease, a division of Tokai Financial Services, Inc., specializes in equipment leasing for the copier, computer, telecommunications, office automation equipment, industrial and medical equipment industries.

For more information about Commodore Leasing contact Commodore Business Machines, 1200 Wilson Drive, West Chester, PA 19380, (215) 431-9100, or Master Lease, 1055 Westlakes Dr., Berwyn, PA 19312, (215) 651-5000.

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POWER UP PROGRAM PROVING POPULAR AMONG U.S.A. COMMODORE USERS

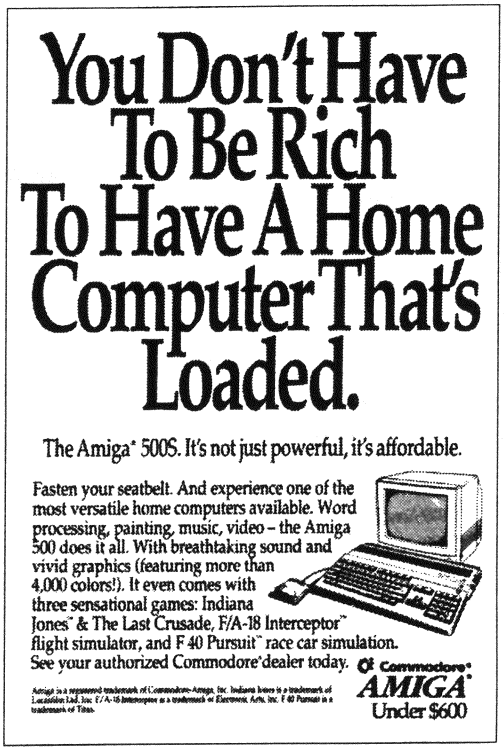
On May 1, Commodore Business Machines (U.S.A.) announced its latest Amiga upgrade promotion. The Amiga Power Up Program allows Commodore's large U.S. customer base to trade up, without trading in.

The unique program does not require customers to give up their current Commodore CPUs. Existing system ownership qualifies customers to purchase the Amiga 3000, at savings up to $1500 from the manufacturer's suggested retail price.

Early indications are that the program has been well received, according to David Archambault, director of business marketing. "During the first few weeks of the Power Up Program response has been very positive," said Archambault. "End-users seem to be pleased with the sizeable savings they can receive under the promotion, since in most cases the discounts offered are higher than the original equipment purchase price."

Paul Higginbottom, manager of developer support, noted: "Release 2 is now rock solid and provides a much easier and higher quality application interface. This injection of A3000s into the market makes it more important than ever for developers to support Release 2 of the operating system in their products and to consider marketing Release 2-specific products, particularly in the area of professional applications."

The Commodore and Commodore-Amiga products that are eligible to be used in the Power Up Program are: VIC 20, Commodore 64, Commodore 128, or Amiga 500, 1000, or 2000 series microcomputers. To prove current ownership of a Commodore CPU, owners are required to submit the serial number of their CPU and the cover of the original owner's manual. The program's trade-up values are assigned to the purchase of new Amiga 3000 series systems.


You Don't Have To Be Rich To Have A Home Computer That's Loaded.
The Amiga® 500S. It's not just powerful, it's affordable.
Fasten your seatbelt. And experience one of the most versatile home computers available. Word processing, painting, music, video – the Amiga 500 does it all. With breathtaking sound and vivid graphics (featuring more than 4,000 colors!). It even comes with three sensational games: Indiana Jones® & The Last Crusade, F/A-18 Interceptor™ flight simulator, and F 40 Pursuit™ race car simulation. See your authorized Commodore® dealer today.
Commodore® AMIGA®
Under $600

Above: CBM (U.S.) provided a series of print ads to dealers each promoting the A500 and its price tag of less than $600.

The Amiga Power Up Program provided up to the following savings:

CPU model #	MSRP	Power-Up Savings
A3000 16/50	$2,999	$1,150
A3000 25/50	$3,499	$1,250
A3000 25/100	$4,699	$1,500

Archambault commented on the inception of the program: "The Amiga Power Up Program was designed for the widest acceptance and support from our existing customer base," he said. "The program is both a reward and an incentive. It rewards our user base with the option for saving money and encourages ownership of the versatility provided by the most advanced technology Com-

modore offers."

The offer is available until June 30, 1991, at participating Commodore dealers. Consumers can locate a dealer by calling (800) 66-AMIGA.

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BUSINESS BRIEFING BOFFO

In March, 20 Amiga developers took advantage of a Commodore-sponsored course conducted by the American Management Association. The one-day seminar, entitled "Managing Your Company for Growth: Business Tactics for the '90s," preceded SPA's annual Spring Symposium at the San Francisco Marriott.

Designed to help Amiga developers learn about the need for business plans and cash flow strategies, the seminar was conducted by AMA's Glen Kautt, CFP.

According to attendee Copper Bittner of Zuma Group, "Mr. Kautt was more than qualified to educate a very receptive audience. He covered the reasons for having a business plan and the uses for such a plan. With many suggestions and individual help from Mr. Kautt, we had time to work on our own plan."

I and I Computing's Jim Mackraz noted, "I think the consensus of the attendees was that it was quite a success. The speaker did a good job of finding his audience's level(s) and speaking to us in terms that we could understand."

The favorable reviews have led CATS to schedule an encore performance at this year's North American Amiga DevCon.

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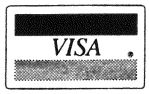
EUROPEAN DEVELOPERS CAN PUT IT ON PLASTIC, TOO

European developers can now use Visa and MasterCard to purchase technical materials from CATS, West Chester. There will be a $15.00 shipping and handling charge and all orders will be shipped next day air. Only current authorized developers can use this service; a developer number must appear on all orders.



Developers without a Visa or MasterCard may continue to order by check (U.S.A. dollars), but they must include the $15.00 for shipping and handling and a $25.00 fee for processing foreign checks.

The credit card program was expanded to European developers to let them avoid the $25.00 foreign check processing fee.

In the U.S.A., commercial developers may use credit cards to purchase materials from CATS.

▼ ▼ ▼

COMMODORE U.S. SIGNS KETCHUM FOR ADVERTISING AND PR

Commodore Business Machines (U.S.A.) has awarded a contract for advertising and public relations work to the Philadelphia office of Ketchum Advertising.

Previously, the U.S. sales company's advertising was handled by Messner Vetere Berger Carey Schmetterer of New York. The public relations side had been assigned to Fleishman-Hilliard of Washington, DC.

"We are targeting the Amiga to specific markets," said Director of Business Markets David Archambault. "Ketchum, particularly their Philadelphia office, demonstrated an

understanding and an ability to make effective creative that addressed those specific markets."

The agency was reported as having $75 million in billings before winning Commodore's business.

▼ ▼ ▼

C64 SALES ON THE RISE IN EAST BLOC

It seems that rumors of the C64's death have been greatly exaggerated. New life has been breathed into the 8-bit machine's sales once again – this time in Eastern Europe.

Al Duncan, who oversees Commodore's operations in Eastern Europe and Latin America, said Poland and Hungary have been growing markets for the C64, with some action in Czeckoslovakia and Yugoslavia.

Duncan said over 50,000 C64 have shipped to Poland in fiscal year 1991.

Duncan said there has been growing interest in the Amiga line, particularly the A500, in the East Bloc, but the greatest interest has been in the less expensive machines.

As for software, Duncan said Hungary is currently the best market for C64 software.

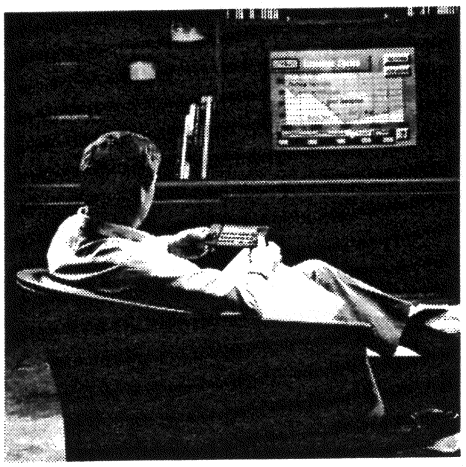
For more information about this market, contact Tabea Gmünder at Commodore Electronics Limited, Switzerland at 0041 61 707 222. A distributor in Hungary has expressed interest in entertainment software for the both the C64 and the A500; contact Novotrade, Rajk Laszlo u. 59-61, P.O. Box 11, 1389 Budapest, Hungary, Attn: Gabor Renyi; Phone: 0036-1-1530022; Fax: 0036-1-1111211. ▲

COMMODORE U.K. LAUNCHES CDTV™ MULTIMEDIA WITH PRESS CAMPAIGN

Commodore U.K. launched CDTV multimedia with a £800,000 national press campaign.

Color supplements and specialist press advertisements concentrated on building awareness of the machine and its potential. The central message of the campaign was that the CDTV player is more than a simple piece of consumer electronics – it represents a whole new world of possibilities for the user.

Two ads ran. Both used a combination of realism, tromp de l'oeil techniques, photography and brushwork to bring the reader into the world of CDTV.



Above: a press photo from the U.K.'s CDTV press kit.

The ads' tag line, "Well, that's one way of looking at it," is designed to reinforce the machine's possibilities. A representative from the ad agency said: "On first impression, the ads seem simple enough, but the more one looks at them, the more one sees."

"Because there is so much sophistication in the consumer electronics field, we needed a radical look and feel to the campaign," said Dawn Levack, marketing manager of Commodore U.K. "The two ads are intended to give people a taste of CDTV."

CDTV retails for £599 in the U.K.

WHAT'S IN A CDTV BOX?

In North America, the following is packaged in a CDTV box:

- *CDTV player*
- *auto RF switch (TV hookup)*
- *video cable*
- *power cable*
- *remote control*
- *batteries*
- *welcome disk explaining CDTV*
- *CD caddy*
- *coupon to purchase Groliers Encyclopedia disc for $50.00 (a $399.00 value)*
- *warranty card (w/ 1-year warranty)*
- *CDTV catalog of titles*
- *CDTV accessories and titles order form*
- *info on 24-hour toll-free support/service.*

IN-STORE DEMOS IN U.S.A.; PRINT ADS RUN IN TANDEM

Commodore (U.S.A.) provided demonstrators to cover 26 retail outlets over the weekend of May 4-5. Macy's California, Hammacher Schlemmer, Software Etc., Walden-Software, Future Tronics and On the Video locations took part in the promotion.

The launch targeted Los Angeles, Sacramento, San Jose and San Francisco and included newspaper ads in the *LA Times, Orange County Register, San Francisco Chronical/Examiner, San Jose Mercury News, Oakland Tribune, Sacramento Bee* and *Monterey Penninsula Herald.* The promotion drew hundreds of consumers to the retail outlets to see the new technology.

The print ads feature the headline, "Don't just change the channel, change your life," and the tagline, "Experience the Vision."

On the weekend of May 27, CDTV demos took place in five Broadway Southwest stores in the Phoenix, AZ area.

Commodore is planning additional in-store retail demonstrations as CDTV is rolled out in other cities.

▼ ▼ ▼

HEYYYOOOO, I'VE GOT A CDTV

Tonight Show sidekick Ed McMahon was the first on his block to buy Commodore's new CDTV player during a retail launch in six California markets. McMahon purchased Commodore's newest product for his daughter at a Rodeo Drive location of Hammacher Schlemmer. ▲

CAMPBELL NAMED DIRECTOR, APPLICATIONS DEVELOPMENT

John Campbell, a 9-year veteran of Commodore (all of those either in CATS or its precursor, Software) has been promoted to the position of director, applications development. Most recently, John held the position of senior manager.

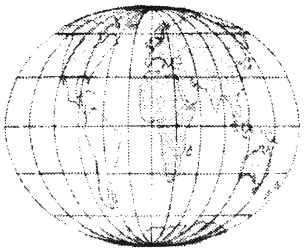
▼ ▼ ▼

OTHER NEW FACES

- Mark Coldwell has been named technical support manager for Commodore New Zealand.
- Christian Rosner has been named general manager of Commodore Austria (actually since January, but we just heard).
- Nicolas Costes has been drafted into the French Air Force (he's a new face to them). Rogen Dufour will fill in as tech support at Commodore France for 12 months starting June 4.
- Christian Ludwig has been hired as CATS multimedia standards engineer. Chris has been using Amiga computers since their introduction and has extensive experience in user interface design, interactive video programs, multimedia software and hardware. Before joining CATS, he designed and installed interactive exhibits for science and children's museums. ▲

THE COMMODORE TRAVEL GUIDE

second edition



This list covers most of the countries in the world where Commodore does business. In 20 of those countries, Commodore has set up a subsidiary. For countries without a subsidiary, we've listed the major distributor or dealer of Commodore products in that country.

Business in Latin American countries without a subsidiary is overseen by CBM U.S. For info contact Bernadette MacDermott.

Business in all other countries without a subsidiary is overseen by C.E.L. Switzerland. If you need info about any of these countries, contact Tabea Gmünder at C.E.L.

When dialing European subsidiaries from the U.S.A., remember to add 011 before the number listed here.

Technical support for countries in the Far East is handled by Commodore Australia.

ARGENTINA

General Computers S.A.
Distributor
Callao 420
1022 Buenos Aires, Argentina
Attn: Ing. Horacio Martinez
Phone: 011-541-465858
Fax: 011-541-463994

AUSTRALIA

Commodore Business Machines PTY Ltd.
Subsidiary
67 Mars Road
Lane Cove, New South Wales 2066
Australia
Phone: (+61) 2 428 48 88
Fax: (+61) 2 428 36 07
Tech Support: Garry Mason

AUSTRIA

Commodore Computer GmbH
Subsidiary
Kinskygasse 40-44
A1232 Vienna, Austria
Phone: (+43) 1 675 06 00-0
Fax: (+43) 1 675 84 01
Tech Support: Eduard Maczejka
Marktng Support: Peter Kremmel

BAHAMAS

Commodore International Ltd.
International Headquarters
Sassoon House
Shirley and Victoria Streets
P.O. Box N-10256
Nassau, Bahamas

The Armoury Co.
Dealer
26 Montrose Avenue
P.O. Box N-8315
Nassau, Bahamas
Attn: Perry Cancino
Phone: 809-322-2733
Fax: 809-328-2353

BAHRAIN

The Future Shop
Distributor
Shaikh Rashid Building
P.O. Box 2184
Manama, Bahrain
Attn: Sunil Bhatia
Phone: 00973-257131-271804
Fax: 00973-213101

BARBADOS

Fortress Electronics
Dealer
P.O. Box 94B, Brittons' Hill
St. Michael, Barbados
Attn: John Blanchette
Phone: 809-436-7111
Fax: 809-425-3999

BELGIUM

Commodore Computer N.V./S.A.
Subsidiary
Europalaan 74
B-1940 St. Stevens-Woluwe
Belgium
Phone: (+32) 2 721 48 70
Fax: (+32) 2 721 44 01
Tech Support: Stefaan Kerremans

CANADA

Commodore Business Machines Ltd.
Subsidiary
3470 Pharmacy Ave.
Agincourt, Ontario M1W 3G3
Canada
Phone: 416-499-4292
Fax: 416-494-9755
Tech Support: Paula Dawson
Marktng Support: Tom Shepherd

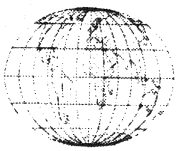
CHILE

Computadores Personales LTDA.
Dealer
Av. Antonio Varas 443
Providencia
Santiago de Chile, Chile
Phone: 562-2317416
Fax: 562-2316835

Data Systems S.A.
Dealer
Av. Constitucion 67
Providencia
Santiago, Chile
Phone: 562 771928
Fax: 562 777040

COLOMBIA

Microclones
Distributor
Carrera 14 - 86A-67
Bogotá, Colombia
Attn: Carlos Betancourt
Phone: 011-571-236-6656
Fax: 011-571-610-9217



COSTA RICA

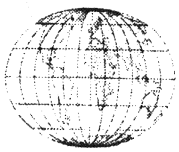
Equipo Creativo S.A.
Dealer
Apartado 5319
San José, Costa Rica
Attn: Humberto NúÑez
Phone: 011-506-534402
Fax: 011-506-538215

CZECHOSLOVAKIA

Unavailable at press time.
Contact CEL, Switzerland for more information.

CYPRUS

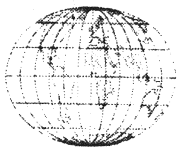
Unavailable at press time.
Contact CEL, Switzerland for more information.



DENMARK

Commodore Data A/S
Subsidiary
Jens Juulsvej 42
DK-8260 Viby J/Aarhus
Denmark
Phone: (+45) 8 628 55 88
Fax: (+45) 8 628 54 33
Tech Support: Jan Nymand

ECUADOR



Dinformática Cia. Ltda.
Distributor
Apartado 710
12 de Octubre 1764
Quito, Ecuador
Attn: Carlos Arguello
Phone: 011-5932-502-587
Fax: 011-5932-563-786

EGYPT

Compuland S.A.E.
Distributor
51 A Misr Helwan Street
P.O. Box 460
Maadi
Cairo, Egypt
Attn: Dr. Madkour
Phone: 0020-2-3509040/3508060
Fax: 0020-2-3509737

FINLAND

Commodore Finland OY
Distributor
Pitkakatu 60
65100 Vaasa
Finland
Attn: Johan Hagstrom
Phone: 00358-61-200100
Fax: 00358-61-170522

FRANCE

Commodore France S.A.R.L.
Subsidiary
150-152 Ave. de Verdun
92130 Issy Les Moulineaux
Paris, France
Phone: (+33) 1 464 45 555
Fax: (+33) 1 464 57 803
Tech Support: Roger Dufour

GERMANY

Commodore Büromaschinen GmbH
Subsidiary
European Headquarters
Lyoner Strasse 38
Postfach 710126
6000 Frankfurt 71, Germany
Phone: (+49) 6 966 38 0
Fax: (+49) 3 966 38 159
Tech Support: Roland Bernschein

CATS-Europe
Lyoner Strasse 38
Postfach 710126
6000 Frankfurt 71, Germany
Phone: (+49) 6 966 xxxx
Fax: (+49) 6 966 38 229
Contact: Wolfgang Trompetter

Commodore Büromaschinen GmbH
Manufacturing
Ernst-Amme-Strasse 24-26
3300 Braunschweig, Germany
Phone: (+49) 6 966 38 0
Fax: (+49) 5 315 08 08-8

GIBRALTAR

K. Khubchand & Co. Ltd.
Distributor
55-57 Main Street
P.O. Box 102
Gibraltar
Attn: Kamlesh Khubchand
Phone: 00350-78382
Fax: 00350-78311

GREECE

Computer Agents & Sales Consultants S.A.
Agency
Vouliagmenis 447
Athens, Greece
Attn: Makis Roumbas
Phone: 0030-1-9954855
Fax: 0030-1-9954856

Belarco Overseas Int'l
Distributor
c/o Caise Postale 827
1211 Geneva 1
Switzerland
Attn: Walter Stapler
Phone: 022-7327929
Fax: 022-7317216

HONG KONG

Commodore Electronics Ltd.
Subsidiary
Commodore Centre
2-12 Wing Kei Road
Kwai Chung, New Territories
Hong Kong
Phone: 011-852-0220-006
Fax: 011-852-048-91541

HUNGARY

Weltexport Warenhandelsgesellschaft MbH
Distributor
Ferrogasse 53
1180 Wien
Austria
Attn: Thomas Szekely
Phone: 0043-222-4706301
Fax: 0043-222-4707973

Novotrade Co. Ltd.
Distributor

Rajk Laszlo u. 59-61
P.O. Box 11
1389 Budapest
Hungary
Attn: Gabor Renyi
Phone: 0036-1-1530022
Fax: 0036-1-1111211/1315933

IRAN

Iran Business Machines
Center Co. Ltd.
(Markaz Machinhayeh Edari Iran)
Distributor
6-8 Soheil St.
Keshavarz Blvd.
Teheran 14166, Iran
Attn: F.N. Amiri
Phone: 0098-21-651596/656343
Fax: 0098-21-659313

Inter Consort Merchantile
& Investment Co.
(the London office of MMEI above)
11-15 Betterton Street
London WC2H 9BP
United Kingdom
Phone: 0044-71-3790344
Fax: 0044-71-3790801

ISRAEL

Eurocom Ltd.
Distributor
dov Friedman Str. 2
Ramat Gan
Tel Aviv, Israel
Attn: Arnon Diskin
Phone: 00972-3-7520666
Fax: 00972-3-7528175

ITALY

Commodore Italiana S.p.A.
Subsidiary
Viale Fulvio Testi, 280
20126 Milano, Italy
Phone: (+39) 2 661 23 21
Fax: (+39) 2 661 01 261
Tech Support: Ettore Caurla
Marktng Support: Stefano Lamon

JAPAN

Commodore Japan Ltd.
Subsidiary
Sumitomo Higashi Shimbashi
Building No. 2
12-7 Higashi-Shimbashi 2-Chome
Minato-Ku, Tokyo 105 Japan
Phone: 011-81-3-433-6123
Fax: 011-81-3-433-6110

JORDAN

Arab Computer and
Management Services
Distributor
P.O. Box 184194
Amman, Jordan
Attn: Mona Nazzal
Phone: 00962-6-670877
Fax: 00962-6-688100

KENYA

Topform Kenya Limited
Distributor
2nd floor, Kenindia House
Loita Street
P.O. Box 54636
Nairobi, Kenya
Attn: Bina Billing
Phone: 00254-2-332407
Fax: 00254-2-216347/725309

LEBANON

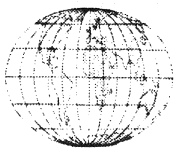
Business Machines Corporation
Distributor
24 Psaro Limano
Court B
Oum Haramstreet
Larnaca, Cyprus
Attn: Bassam Azzam
Phone: 00357-4-625600
Fax: 00357-4-622166

MALTA

Economicard Worldwide, Ltd.
Distributor
146/1 St. Lucia Street
La Valletta, Malta
Attn: John A. Gauci-Maistre
Phone: 00356-226043/221294
Fax: 00356-220101

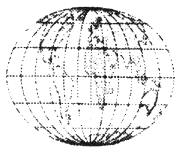
MAURITIUS

Home & Business
Computer Co. Ltd.
Distributor
No. 5 Chausse St.
Port Louis, Mauritius
Attn: Ganesh Ramalingum
Phone: 00230-2122814
Fax: 00230-2087081



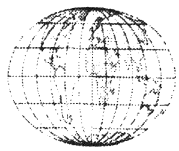
MEXICO

Triónica S.A.
Distributor
Constituyentes 1154-7
Colonia Lomas Altas
México D.F. 11950-México
Phone: 011-525-259-1221
Fax: 011-525-259-1447



THE NETHERLANDS

Commodore Holding B.V.
Subsidiary
Kabelweg 88
1014 BC, Amsterdam
The Netherlands
Phone: (+31) 2 088 22 22
Fax: (+31) 2 068 20 316
Tech Support: Paul Stive

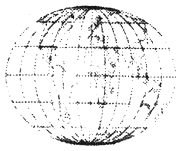


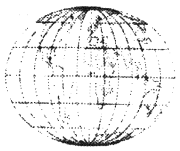
NEW ZEALAND

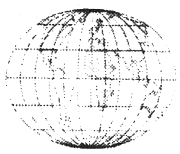
Commodore Business Machines –
New Zealand Ltd.
Subsidiary
P.O. Box 33-847
Auckland 9, New Zealand
Phone: (+64) 9 415 84 40
Fax: (+64) 9 415 84 52
Tech Support: Mark Coldwell

NORWAY

Commodore Computers Norge A/S
Subsidiary
Postboks 109
Okern, N-0509, Oslo 5, Norway
Phone: (+47) 2 648 19 0
Fax: (+47) 2 643 89 5
Tech Support: Terje Malja







OMAN

Al-Hamzy Computers (Microcentre)
Distributor
138 Al-Fursan Street
P.O. Box 3275
Ruwi
Sultanate of Oman
Attn: Nasser S. Al-Hamzy
Phone: 00968-705047
Fax: 00968-793844

PAKISTAN

Alrashid Microcomputers (PVT) Ltd.
Distributor
Empire Square
Jamaluddin Afghani Road
Karachi
Pakistan
Attn: Asif Ali Rashid
Phone: 0092-21-427278/427279
Fax: 0092-21-216534

PANAMA

Industrias Sucasa S.A.
Dealer
Apartado 8001
Panamá 7, Panamá
Attn: Gerardo Godoy
Phone: 011-507-635433
Fax: 011-507-642459

PARAGUAY

Intertech S.R.L.
Dealer
Av. Adrian Jara
Edif. Lai-Lai Ctr.
1 Er. Piso #103
Ciudad Del este, Paraguay
Phone/Fax: 011-595-6160486

PERU

Unimicros S.A.
Dealer
Pardo y Aliaga 498
Lima, Perú
Attn: Jorge Pando
Phone: 011-5114-40042
Fax: 011-5114-427632

POLAND

Fancy Electronics Ltd.
Distributor
29-33 West 36th Street
New York, NY 10018
USA
Attn: Anwar Fancy
Phone: 001-212-239-2560
Fax: 001-212-629-4285

PORTUGAL

Commodore Portuguesa
Electronica, S.A.
Subsidiary
Praga Infante D. Pedro
Lt. 13 B - R/CH D
Miraflores - 1495 Lisboa
Portugal
Phone: (+351) 1 410 11 16
Fax: (+351) 1 706 49 2
Tech Support: Joao Pedro Fontes

QATAR

Doha Scientific Co.
Distributor
P.O. Box 6113
Doha, Qatar
Attn: Rashid Al Kubaisi
Phone: 00974-442637
Fax: 00974-438297

SAUDI ARABIA

Abdulla Fouad & Sons Co.
Distributor
P.O. Box 257
Dammam 31411
Saudi Arabia
Attn: Abdalla Al-Zayani
Phone: 00966-3-8324400/8332600
Fax: 00966-3-8345722

SOUTH AFRICA

Television & Electrical Distributors
(PTY) Ltd.
Distributor
P.O. Box 10525
29/35 Heronmere Rd.
Reuven
Johannesburg 2000
South Africa
Attn: John van Dyk
Phone: 0027-11-6838911
Fax: 0027-11-6837550

SPAIN

Commodore S.A.
Subsidiary
Principe de Vergara, 109
28002, Madrid, Spain
Phone: (+34) 3 325 50 08
Fax: (+34) 1 564 55 80
Tech Support: Mariano Aladro

SRI LANKA

DMS Electronics Ltd.
Distributor
207/1 Dharmapala Mawatha
Colombo 7
Sri Lanka
Attn: T. L. Chandranath
Phone: 0094-1-691649/691571
Fax: 0094-1-699586

SWEDEN

Commodore AB
Subsidiary
Box 8184
163 08, Spånga
Sweden
Phone: (+46) 8 760 25 50
Fax: (+46) 8 761 32 44
Tech Support: Mikael Kaasik

SWITZERLAND

Commodore AG
Subsidiary
Langenhagstrasse 1
CH-4147 Aesch, Switzerland
Phone: (+41) 6 178 22 12
Fax: (+41) 6 178 61 16
Tech Support: Peter Blank

Commodore Electronics Limited
Oversees operations in non-Latin American countries without subsidiaries
Langenhagstrasse 1
CH-4147 Aesch, Switzerland

Phone: (+41) 6 178 22 12
Fax: (+41) 6 178 61 16
Tech Support: John Payne
Marktng Support: Gregory Koler

SYRIA

Sleiman Khoury
Distributor
P.O. Box 807
Damascus
Syria
Attn: Sleiman Khoury
Phone: 00963-11-452651/459374
Tlx: 0492 412469 KHOURY SY

TAIWAN

Commodore Electronics Taiwan Ltd.
Subsidiary
No. 8, San Min Road
Tu Cheng Industrial Zone
Taipei Hsien, Taiwan
Republic of China
Phone: 011-886-2-2606122
Fax: 011-886-2-260-6338

TURKEY

Teleteknik Elektronik Sanayi Ve Ticaret A.S.
Distributor
Rihtim Cad. Nesli Han 207/2
80030 Karaköy
Istanbul
Turkey
Attn: Faruk Baran
Phone: 0090-1-1525033
Fax: 0090-1-1518456
Tlx: 0607 25731 TLTK TR

U.A.E.

Micro Computercentre
Distributor
P.O. Box 4221
Dubai
United Arab Emirates
Attn: Jafer Jafery
Phone: 00971-4-526619
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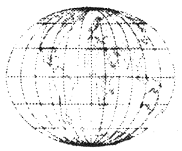

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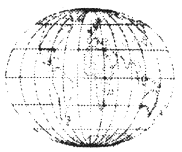

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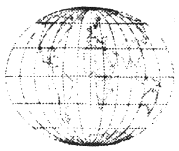

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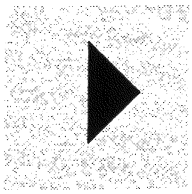
PR by the book . . . and by the author at DevCon



High-tech public relations veteran Dan Janal has published a book called *How to Publicize High Tech Products & Services: A Hands On Guide.* The guide is designed to help companies devise a public relations plan, even if they don't have any experience in the field. However, the worksheets, samples, tips and other common sense advice contained in the book will benefit even PR-savvy developers.

The book is comprised of three sections. Section 1, "A Hands-On Approach to Public Relations," includes chapters on "Building a PR Plan," "Tools of the Trade," and "Targeting the Media." Section 2 explains how to get the most out of trade shows and conventions, including "How to Get Press Coverage if You Don't Rent a Booth." Section 3 covers how to work with a public relations agency – from how to hire an agency, set goals, evaluate, inspire and even fire an agency.

Janal is president of Janal Communications, a company specializing in high technology. He will be a featured speaker at the upcoming North American Amiga Developers Conference in Denver. The book retails for $49.95, and includes a money-back guarantee. For more information, contact Dan at (800) 933-3612.

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BYTE DEMOLINK

BYTE Magazine is offering a new service to help software developers distribute demo disks. BYTE Demolink lets you distribute your demos electronically to interested buyers who call a local phone number in nine major cities nationwide. The potential customer downloads the demo after leaving his or her name and address. Each month you receive a set of mailing labels for the users who have downloaded your demo. If you are not currently advertising in *BYTE* there is a $500 per month listing fee. In addition, a download fee of $2.50 is charged per 360K diskette. The service aims to save developers time and money by eliminating the standard cost of disk production and distribution. For more information, contact Steve Laliberte, Director of BIX at (603) 924-9281.

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SPA MOVES

The Software Publishers Association has relocated to its new offices at 1730 M Street, NW, Suite 700, Washington, D.C. Phone (202/452-1600) and fax (202/223-8756) remain the same.

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ANTI-PIRACY NOTICE

The SPA Education Section has produced an anti-piracy notice directed at schools that they are encouraging all members to include in teacher guides and manuals. The single sheet "Is it okay for schools to copy software?" explains copyright laws as they pertain to software and how they apply to educational settings. The Education Section is also

establishing a "License Library" to collect and share license agreements from member companies. Contact Julie Stewart at the SPA (see the previous item for their new address) for further information.

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AMIGA FAIR IN AUSTRIA

Commodore Austria hopes to repeat last year's success at the second Amiga World computer fair, this October 10-13. The fair is the only show in Austria dedicated to a single platform and organized by an independent company. Contact Commodore Austria for more information (see page 27 for their address and telephone number).

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EDUCATIONAL MEETINGS CALENDAR

June is the month to call Peter Li, Inc. for your complimentary copy of their annual Educational Meetings Calendar. Peter Li, the company that publishes education periodicals that reach 3.2 million educators and administrators, publishes the handy calendar of events each year (June-June). The calendar includes dates, locations and sponsor information for trade shows, conferences, conventions and seminars attended by educators and administrators. Contact Peter Li, Inc. at (513) 294-5785; fax (513) 294-7840.

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SONY WORKSHOPS

The Sony Institute of Applied Video Technology is offering two Summer Video Workshop Retreats to help videographers "learn the ropes and polish valuable video skills." The first will be held in Plattsburgh, NY (near Lake Placid) June 22-July 19; the second in Santa Fe, NM, July 16-August 7. The workshops will spend several days on each of the following topics: "Creating the Video Program," "Edit Week," "Camera Technique & Visualization," "Equipment Troubleshooting," and "Editing, Level 2." For more information call (213) 462-1987.

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NEW HORIZONS ACQUIRES CENTRAL COAST SOFTWARE

On May 1, New Horizons Software, Inc., announced that it had bought Central Coast Software, the Golden, CO-based publisher of utilities such as *Quarterback, Dos-2-Dos* and *Mac-2-Dos.*

A press release said that CCS will become a division of New Horizons, and all development, production, customer support, sales and marketing activities will be moved to Austin, Texas, where New Horizons is located.

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HEWSON CONSULTANTS BOUGHT

The assets of Hewson Consultants Ltd., have been bought by 21st Century Entertainment of Oxfordshire, U.K. Hewson, a leisure software business in the U.K., had been in administrative receivership.

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YOU THINK YOU HAVE PROBLEMS . . .

WordPerfect reported that on one day, Friday, May 13, 1988, they received 245,000 calls to their customer support lines. At the peak, 85,000 callls were attempted in one hour. The company can currently handle 1,300 calls at any given time. ▲

AmigaMail Market *welcomes news from businesses operating in the Amiga market. Send your items to AmigaMail Market, c/o Commodore, 1200 Wilson Drive, West Chester, PA 19380, or email to mark@cbmvax.commodore.com*

WHICH WAY SHOULD YOU GO?

Continued from page 9

(e.g., 15 minutes per unit sold) and charge that at the same rate you used when figuring your development costs. Note: time you spend giving customer support is time taken away from coding so they cost the same in the end. Add on expenses of operating a business (electricity, phone lines, etc.). Add taxes.

Add on advertising and promotion costs. Don't scrimp on this in your initial calculations or consider it just a nice extra. As David White of Micro-PACE said: "Without advertising or good word of mouth, it's not going to go anywhere." One publisher said he allocates 17.5 percent of the retail price to advertising and promotion. Another calculated it to be between 20 and 30 percent.

Subtract the percentages taken by the republishers, dealers and/or distributors.

From these calculations you should be able to get a good idea of how many copies you would need to sell in each scenario in order to make a profit, and what your retail price should be.

When calculating your retail price, try to keep it low enough so you don't scare away prospective buyers but high enough to cover your costs. It's easier to lower your original price than it is to raise it.

One publisher said he generally needs to set a retail price of 8 times the cost of goods (per piece) and sell about 5000 copies in order to make a profit.

What Is Your Personal Situation?

If you are going to take this product from manufacturing to distribution and handle marketing and support as well, will you have the time and the help?

John Bittner, for example, opted to self-publish. His wife and business partner, Copper, works full time on the business end of Zuma – and that helps. (Many of those interviewed said at least two people were necessary to run the business.) Still, Bittner said, things like customer support and trade shows demand his attention, too. He estimated that he now spends only about 40 percent of his time programming.

"There's no such thing as an eight-hour day anymore," he said. "The business becomes your life." But, he said, "I'm a control freak so that makes it worthwhile."

one publisher said he sets a retail price of 8x the cost of goods

In another example, the two partners of Saxon Industries started that company when they were still in their teens and living at home. Haris Majeed, the marketing half of Saxon, said that their simpler personal needs allowed them more flexibility in their business and helped during the tough times starting out.

What Do You Want to Be Doing?

This should be obvious to you by this point in the article.

"We've been down both routes and there are different advantages to both sides," Bittner said. "What has to be weighed is your situation and what kind of person you are. If you're a control freak, you will probably prefer self-publishing. If you prefer programming and don't want to be disturbed by the business, a publisher may be the way to go." ▲

L E T T E R (S)

To the Editors:

I wanted to compliment you on the great issue of AmigaMail Market (Winter/Spring 91). Your information on the gentle art of the press release was excellent.

I had hoped to see some mention of MicroTimes in the "Getting Ink in North America" section. We have been covering the Amiga nonstop since August 1985 and have a 1990 BPA audited circulation in excess of 180,000 per month. I consider MicroTimes an important venue for Amiga product information and reviews. It is the largest non-Amiga publication to regularly cover the Amiga.

I've been surprised by how myopic some Amiga developers are when it comes to locating possible coverage for their products. Aside from some game developers (which I rarely cover), and a handful of applications developers, I've found I have to seek out Amiga products and news to include in my monthly column. MicroTimes is only one of a number of publications that offer Amiga developers valuable opportunities to reach the public. There are video trade publications, newspaper columnists, and other categories that all offer frequent and well read coverage of Amiga products. I hope that a future issue of AmigaMail Market will include information on all of these non-Amiga but important publications.

Matthew Leeds, Contributing Editor, MicroTimes, 9 Echo Avenue, Corte Madera, CA 94925

FROM THE DESK OF . . .

(continued from back page)

Police are not going to show up at your door one morning – the penalties are much more subtle than that. If your application doesn't follow commonly accepted practices, its operation will not be predictable to the user. Learning it will not be easy, which may cause the user to give up in his important first five minutes with the application. This leads to lower market acceptance – one penalty of non-conformance.

Another may be the ease of maintainability. AmigaDOS 2.0 provides standard gadgets through the use of gadtools.library, and requestors through asl.library. Using these libraries rather than your own custom code should reduce the amount of code that you have to maintain.

The *Style Guide* is being published by Addison Wesley as part of the new AmigaDOS 2.0 ROM Kernel Reference series. It will be available through the CATS developer program and in bookstores. At a suggested retail price of $21.95, everyone involved in creating applications for the Amiga should have one. (Introductory developer price is $14.95; after September 1, 1991 the price will be $19.95.)

CATS has several other manuals and development tools in the works. We have a user interface design, protoyping, and code generation tool in the development which should be available by DevCon in September.

Currently known as AppBuilder, this tool allows you to quickly build an interface which follows the guidelines set forth in the *Guide*. With this and other new tools, you'll be able to spend your time on the functionality of your application, instead of gadget creation and housekeeping.

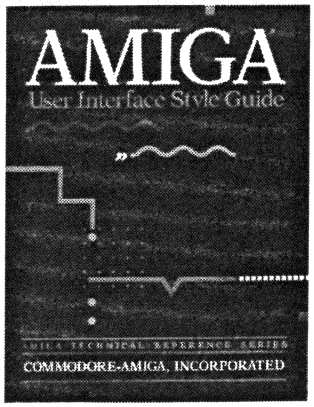
The Amiga is growing up. It is finding its way into more professional markets, and it's increasingly competing with and being compared to the Mac and Windows. I encourage all of you to review your applications in light of the information in the *Amiga User Interface Style Guide* and plan for interface improvements in your next release. ▲

FROM THE DESK OF

A well-designed user interface that follows the conventions and standards familiar to a user will enable him to be more productive with an application, both initially and in the long term.

The Amiga is receiving more attention from professional users these days, which makes the user interface issue even more important.

You are now competing with Mac and Windows applications. The vast majority of applications for those platforms conform to the guidelines and accepted practices of their respective environments. As a result, it is easy for the user of a Windows word processor to start using a Windows spreadsheet – the only things he'll have to learn are spreadsheet concepts. He'll already know how to operate the interface, because the commands and menus are familiar to him.



Both Microsoft and Apple provide guidance to the developers in the area of user interface. Apple publishes a style guide, and Microsoft includes the information in the Windows Software Development kit. By the time you read this, Commodore's *Amiga User Interface Style Guide* should be available.

The result of over a year of effort, the *Guide* describes the commonly accepted standards and conventions for the three user interfaces of an Amiga application – the GUI, the CLI, and ARexx. It took so long to produce the *Guide* because we were very careful not to arbitrarily "lay down the law" on any particular aspect of the interface. We carefully evaluated the existing conventions on the Amiga and other platforms, and crafted what we think are a very practical and reasonable set of guidelines for design. I would like to thank all the developers who added direct input as well as those whose creativity in designing existing applications helped make these guidelines as good as they are.

As with any other book of rules or guidelines, you might wonder what the penalties are for not conforming. No, the Interface

(continued on page 35)

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